

Social Media for Job Search

Getting the Most from Your LinkedIn Profile

LinkedIn has options for optimizing your profile. Use the following 8 great tips to increase the chances of showing up in LinkedIn search results. You have nothing to lose and a job to gain.

① Your Headline

LinkedIn scans headlines for keywords so be sure to use them. Use standard job titles like “Media Professional” or better yet, go for descriptions that stand out and expand on your job title like “Experienced media professional seeking new opportunities.”

② Customized URL

The benefits to having a customized URL may sound minimal, but it is just good business. Connecting your name to your LinkedIn profile makes it easier for people to find you. If you use business cards, add your customized URL.

③ Complete Your LinkedIn Profile

LinkedIn gives a higher level of importance to profiles that are 100% complete. Fill out every single section and use LinkedIn’s help to guide you along the way towards your profile completion.

④ Optimize Job Titles

You can optimize your job titles slightly just by including keywords. Instead of saying “Sports Therapist,” use something a bit more descriptive like “Elite Multi-Disciplined Sports Therapist.”

⑤ Optimize Job Descriptions

Your job description is a great place to use keywords to help focus on what you did. Take the approach of optimizing the description with secondary keywords that are relevant to your skills. Instead of writing a full paragraph, use a bulleted list with a variety of keywords to increase your profile’s scannability.

⑥ Get Endorsements

Endorsements increase the value of your profile. Skill endorsements are a great way to recognize your 1st-degree connections. They also let your connections validate the strengths of your profile. Endorsements are an effective way of building your brand and engaging your network.

⑦ Promote Your Profile Elsewhere

Adding links on other social media sites will help create inbound traffic to your profile. It is also a good idea to include a link to your work portfolio website if you have one. Interested job recruiters will be curious about the kind of work you produce.

⑧ Profile Visibility

It may sound a bit obvious, but be sure your LinkedIn profile is switched to public. If you do not do this, your profile will not be seen.